

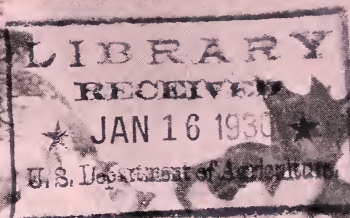
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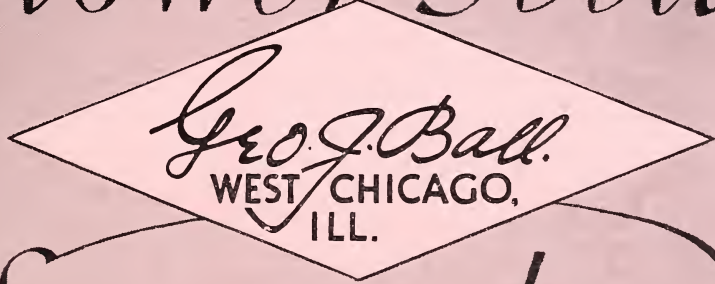
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1930



"RAMONA" STRAIN  
CALIFORNIA GIANT PETUNIA  
AN IDEAL POT PLANT

# Flower Seed



# Specialties for Florists

CATALOG NO 16 JAN-JUNE 1930

# Florists' Flower Seed Specialties

## For 1930

THE past few years the grower of Miscellaneous Cut Flowers has found his output of increasing interest and value. Whether this is a reaction in favor of greater variety or whether choicer strains are available, the fact remains that flower seed specialties are increasing in demand. As Cut Flower Growers and Dealers in the seeds we use, we are keenly interested in "All the best and nothing else." For the benefit of both branches of our business we are carefully and continuously trying out new varieties in all crops we are interested in, and while our decisions might not agree with all conditions and demands, yet we are able to weed out decidedly poor kinds and take advantage of the good ones by passing them on to you. The fact that an increasingly large number of growers are depending on us year after year, most clearly indicates that our position in the business of supplying flower seeds to florists is a mutually advantageous one.



**DISCOUNTS.** All orders of \$3.00 or over are subject to a discount of 5% when remittance is enclosed with order. On all open accounts of \$5.00 or over we allow a discount of 5% if paid in 10 days. Net 30 days. All bills not paid in 60 days are subject to sight draft without notice. **To save delay in filling your order** please observe the following: If you are unknown to us or have no commercial rating **CASH MUST BE ENCLOSED WITH ORDER UNLESS SATISFACTORY TRADE REFERENCE IS SUBMITTED.** All prices are figured to cover postage and insurance.

**SMALL ORDERS.** We gladly welcome and assure the same liberal attention given to large ones. In return we suggest that cash be enclosed to cover the proportionately greater cost of handling.

**SERVICE.** WE REALIZE THAT OUR SUCCESS DEPENDS ON YOUR SUCCESS WITH OUR SEED. It follows that it is to our interest not only to provide you with the best strains of seed and the most suitable varieties, but to be of service to you as far as we can in any growing problems in connection with the seed we sell. For the benefit of those who depend on us for seed, we issue bulletins covering in considerable detail the growing of Early and Late Peas, Calendulas, Stocks, Asters and Miscellaneous Cut Flower Crops. It will give us pleasure to mail you a copy of any or all of these if interested. We feel that our customers are as fully entitled to all the service we can give them in our line as they are to service so freely provided in other lines. Your retail business is built on the service you provide your customers as well as your good stock. Our business is built on the same basis.

**"BETTER SWEET PEAS"** (By Geo. J. Ball). A cloth-bound book on the growing of the Early or Winter Flowering type. Chapters are also devoted to the Late or Summer Flowering type and to the miscellaneous crops that are grown to advantage with Sweet Peas. This book is an enlargement on the author's "Better Sweet Peas" published 10 years ago. This can be supplied at once at the publisher's price, \$1.75 postpaid.





A California Field of Our Sweet Peas for Seed.

## LATE OR SUMMER FLOWERING PEAS

THIS is the original type of Sweet Peas, from which, about 20 years ago, the Winter Flowering kinds were evolved. They will not flower under glass during our northern winter months, but if sown during January or February they will come in heavy crop late in May and June. They are also grown to advantage sown with late planted Winter Flowering kinds, since they will not grow up and interfere until the Earlies have exhausted themselves, after which their strong growth completely over-runs them. The Late kinds are most valuable as an outdoor crop, for which we sow the seed in the greenhouse February 1, pot March 1, 3 plants in a 3-inch pot, and after hardening them, set out late in April. They come in full crop about June 15. If sown outdoors as early as possible in soil that was well prepared during the fall, they will flower some late in June and hold out longer in July than the early started ones. Growers of outdoor summer crops will do well to consider the possibilities of Late or Summer Peas.

We issue a circular that fully details our method of growing Late or Summer Peas. We will gladly mail you a copy on request.

See next page for list of Novelties  
and Standard Varieties.

## LATE OR SUMMER FLOWERING PEAS

### The Season's Finest Novelties

AS WE noted them growing in California last Summer, the following new varieties, we believe, represent the season's finest advance in Late Peas.

**BLUE FLAME** (Morse). A very large blue, deeper than Blue Bird, with extra long, heavy stems.

**MISS DELIGHT** (Morse). This is of the duplex type with a decided doubling of standard and wings; rich salmon pink on cream ground.

**RUFFLED BEAUTY** (Burpee). Beautifully ruffled flowers of great size and clear lilac pink color.

**THE FAWN** (Burpee). This is a most beautifully blended combination of yellow and pink. This was the most exquisite color combination we noted. From our own observations we know that all these varieties represent the finest development in Late Sweet Peas, but it should be noted that they will not live up to these descriptions unless growing conditions are favorable.

Prices: Originator's Packets, 25c; 5 for \$1.00.

**PINKIE**. This is the last word in choice pink Sweet Peas for outdoors. The color is a deep bright rose, deeper and more attractive than Hebe or Hercules, which are entirely superseded by PINKIE. Not only have the flowers a brighter and stronger color, but the growth is stronger.

Prices: 1/2 oz., 30c; 1 oz., 50c; 4 oz., \$1.50; 1 lb., \$2.50; 1 lb., \$4.50.

**STANDARD VARIETIES**. We fully appreciate the importance of our list of standard kinds by promptly dropping such as are clearly superseded.

	1/2 oz.	1 oz.	4 oz.	1 lb.
HEBE. The finest large rose pink.....	\$0.15	\$0.25	\$0.75	\$2.50
HERCULES. Standard deep rose pink.....	.15	.25	.75	2.50
HAWLMARK PINK. Rose pink shaded salmon.....	.15	.25	.75	2.50
ELFRIDA PEARSON. Clear light pink.....	.15	.25	.75	2.50
MISS CALIFORNIA. Large salmon rose.....	.20	.30	1.00	2.75
YOUTH. Light Picotee pink.....	.15	.25	.75	2.50
MARGARET ATLEE. Large cream pink.....	.15	.25	.75	2.50
HERO. Cerise.....	.30	.50	1.75	5.00
MRS. CUTHBERTSON. Pink and white; bicolor.....	.15	.25	.75	2.50
SUPREME. Soft, delicate pink.....	.20	.30	1.00	2.75
MARY PICKFORD. Fine cream salmon pink.....	.20	.30	1.00	2.75
CONSTANCE HINTON. Best black-seeded white.....	.15	.25	.75	2.50
EDNA MAY IMPROVED. Large white-seeded white.....	.15	.25	.75	2.50
AVALANCHE. Finest white-seeded white.....	.20	.30	1.00	3.00
GLENEAGLES. Very large lavender.....	.20	.35	1.25	3.00
POWERSCOURT. Finest lilac lavender.....	.15	.25	.75	2.50
AUSTIN FREDERICK IMP. Large rosy lavender.....	.15	.25	.75	2.50
HAWLMARK LAVENDER. Finest light lavender.....	.15	.25	.75	2.50
BLUE BIRD. The finest clear blue.....	.15	.25	.75	2.50
MRS. TOM JONES. A very good blue.....	.15	.25	.75	2.50
COMMANDER GODSALL. Deep violet blue.....	.15	.25	.75	2.50
CRIMSON KING. Fine sunproof crimson.....	.15	.25	.75	2.50
ROYAL SCOT. Sunproof orange scarlet.....	.15	.25	.75	2.50
CAMPFIRE. Sunproof deep scarlet.....	.20	.30	1.00	2.75
ROYAL PURPLE. Large rich purple.....	.15	.25	.75	2.50
WARRIOR. Deep bronze maroon.....	.15	.25	.75	2.50
MATCHLESS. Clear deep cream.....	.15	.25	.75	2.50
DOREEN. Large rich carmine.....	.20	.30	1.00	2.75
"ALL THE BEST MIXTURE". Of colors most wanted.....	.15	.20	.65	2.00



## BALL Winter Peas

OUR last sowing of Winter Peas is made February 1. This sowing is planted in Calendula beds that are cut down by March 1 or they follow a crop of early sown Sweet Peas that are discarded March 1.

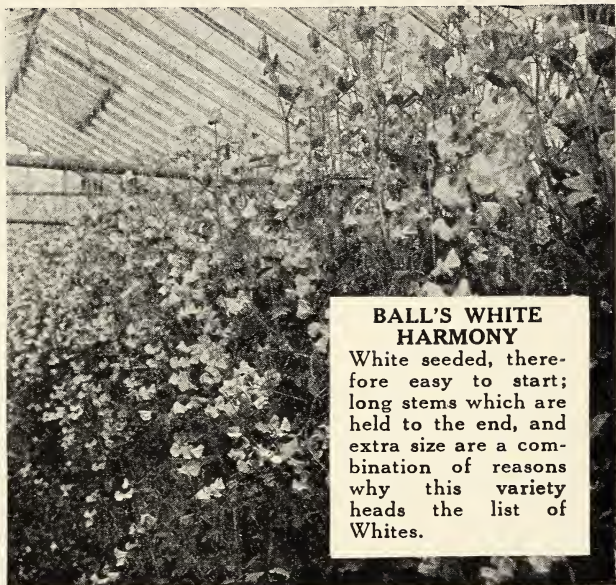
### Four of Our Finest Introductions

Ⓐ **BALL ROSE.** Beyond comparison the finest deep glowing rose pink. To those who have received trials of our new dark shade of BALL ROSE we wish to say we shall have a supply of this ready August 15, 1930.

Ⓐ **BALL'S BLUE.** Our most profitable blue, an even true color under all conditions.

Ⓐ **BALL ORANGE.** Awarded the S. A. F. Gold Medal for its deep glowing orange color, which is without a trace of dark shading. Last word in early orange Peas.

**WHITE HARMONY.** See description at right.



### BALL'S WHITE HARMONY

White seeded, therefore easy to start; long stems which are held to the end, and extra size are a combination of reasons why this variety heads the list of Whites.

### Prices on All Winter Peas

	½ oz.	1 oz.	4 ozs.	½ lb.	1 lb.	5 lbs.
Ⓐ <b>BALL ROSE.</b> Finest deep rose.....	\$0.60	\$1.00	\$3.00	\$5.50	\$10.00	\$45.00
Ⓐ <b>BALL ORANGE.</b> Best orange.....	.75	1.25	4.00	7.75	15.00	.....
Ⓐ <b>BALL'S BLUE.</b> Finest blue Spencer.....	.50	.75	2.50	4.50	8.00	.....
Ⓐ <b>BALL ROSE QUEEN.</b> Finest rose.....	.40	.60	2.00	3.50	6.50	30.00
<b>SPRINGSONG.</b> Rose tinged salmon.....	.60	1.00	3.50	6.50	12.00	.....
<b>GIANT ROSE.</b> Largest rose.....	.40	.75	2.50	4.75	9.00	.....
<b>WHITE HARMONY.</b> Finest white.....	.60	1.00	4.00	7.75	15.00	.....
<b>MRS. HERBERT HOOVER.</b> Blue, Pkt. 20 seeds, 25c.....	1.25	2.25	7.50	13.75	25.00	.....
<b>SUNRAY.</b> Pkt. 20 seeds, 25c.....	1.25	2.25	7.50	13.75	25.00	.....
<b>AURORA.</b> Flaked orange white.....	.30	.50	1.75	2.75	5.00	.....
<b>BLUE BIRD.</b> Standard blue.....	.30	.50	1.50	2.75	5.50	25.00
<b>BLUE JACKET.</b> Dark blue.....	.25	.40	1.40	2.50	4.50	.....
<b>BRIGHT LIGHT.</b> Improved Vulcan.....	.35	.60	2.50	4.50	8.00	.....
<b>BURPEE'S ORANGE.</b> Standard orange.....	.35	.65	2.50	4.50	8.00	37.00
<b>CHEVALIER.</b> Dark rose.....	.30	.50	1.50	2.75	5.50	25.00
Ⓐ <b>COLUMBIA.</b> Blanche Ferry pink.....	.30	.50	1.50	2.75	5.00	22.50
<b>ELDORADO.</b> Salmon orange.....	.35	.60	2.50	4.50	8.00	37.00
<b>FAIR MAID.</b> Light pink.....	.30	.50	1.50	2.75	5.50	25.00
<b>FLAMINGO.</b> Orange rose.....	.30	.50	1.75	3.25	6.00	.....
<b>GLITTERS.</b> Orange scarlet.....	.30	.50	1.50	2.75	5.50	25.00
<b>GLORIOUS.</b> Rosy purple.....	.25	.40	1.25	2.25	4.40	.....
<b>GORGEOUS.</b> Salmon cerise.....	.25	.40	1.25	2.25	4.40	.....
<b>GRENADIER.</b> Poppy scarlet.....	.35	.60	2.00	3.75	7.00	.....
<b>HARLEQUIN.</b> Deep chocolate.....	.30	.50	1.75	2.75	5.00	.....
<b>HARMONY.</b> Standard lavender.....	.30	.50	1.50	2.75	5.50	27.00
<b>INDIGO BLUE.</b> Rich dark blue.....	.30	.50	1.75	3.50	6.00	.....
<b>JEANNE MAMITSCH.</b> Long-stemmed pink.....	.35	.60	2.00	3.75	7.00	32.00
<b>LAVENDER KING.</b> Rosy lavender.....	.30	.50	1.75	2.75	5.50	25.00
<b>LOUISE CUDE.</b> Good pink.....	.30	.50	1.50	2.75	5.50	25.00
<b>MRS. KERR.</b> Rich salmon.....	.35	.60	2.00	3.75	7.00	.....
<b>MRS. HARDING.</b> The Harding blue.....	.30	.50	1.50	2.75	5.50	.....
<b>MRS. COOLIDGE.</b> Fine salmon pink.....	.40	.75	2.50	4.50	8.00	.....
<b>MEADOW LARK.</b> Deep cream.....	.30	.50	1.75	2.75	5.00	.....
<b>PINK CHEROKEE.</b> Cream pink.....	.35	.60	2.00	3.75	7.00	.....
<b>QUAKER LADY.</b> Rosy lavender.....	.30	.50	1.50	2.75	5.00	.....
<b>SILVER BLUE.</b> Light blue.....	.30	.50	1.50	2.75	5.50	.....
<b>SNOWSTORM.</b> Standard white.....	.30	.50	1.50	2.75	5.40	25.00
<b>SUPERIOR PINK.</b> Deep rose.....	.30	.50	1.75	3.25	6.00	.....
<b>SWEET LAVENDER.</b> Not tall.....	.30	.50	1.50	2.75	5.50	.....
<b>VULCAN.</b> Bright scarlet.....	.30	.50	1.50	2.75	5.25	.....
<b>WHITE STAR.</b> Black seeded.....	.30	.50	1.50	2.75	5.50	.....
<b>YARRAWA.</b> Cream rose.....	.25	.40	1.30	2.50	4.75	.....
<b>ZVOLANEK'S ROSE.</b> Standard rose.....	.30	.50	1.75	3.25	6.00	27.00
<b>"ALL THE BEST." MIXTURE</b> .....	.20	.35	1.25	2.00	3.50	.....

THE  
BALL  
CALENDULA  
STANDARD  
OF THE  
WORLD

**A**S ORIGINATORS and distributors of the Ball Calendula, we are keenly interested not only in maintaining its fine standard, but in improving it. This we are doing every year through single plant selection. It is through this breeding work that we are drawing out the new colors we are offering and holding up the fine standard of our original colors. We are large growers of Calendulas for cut flowers and we make use of this opportunity to test every lot of seed we sell, not for germination, for that is **never** a question with us, but for trueness of stock. This not only gives us a check on what we sold you last summer but on what we will sell you next summer. In other words, we know absolutely that we are selling you good, true strains, and if you provide favorable growing conditions, a cool, airy, light house and well enriched soil, you will grow just as good



House of Well Grown Ball Orange Calendula at  
Glen Ellyn, Ill.

Calendulas as we do. We cordially invite you to come and see for yourself the various trials of Calendulas at our West Chicago greenhouses. Next season we shall offer a good stock of a new Calendula to be known as BALL'S APRICOT. This is a clear light brown suffused apricot. It is longer in stem and larger-flowered than the white variety we released this season. We have been supplying our market with our APRICOT for the past three years and it is considered a highly attractive color.



## BALL Calendula



Vase of Ball's Improved Gold Calendula.

It is fully as much to our interest as it is to yours that you select the varieties best suited to your purpose, which prompts the following suggestions. Orange continues to enjoy the lead, but if this color is not varied with others it will certainly lose interest in Calendulas. Supreme is a shade lighter than our regular Orange and, with its richly contrasting dark eye, we find it more popular than our straight Orange. Our deep Gold yellow seems to be more popular on large markets than with growers who retail in smaller centers. Our Apricot and White should be grown in limited quantities by the retail grower, but we find Apricot especially attractive to market buyers. Our White is the weakest member of the family and the shortest-stemmed variety we have, but our market likes its nearly white color, that is brightened

with a strongly contrasting dark eye. Apricot and White are of the Supreme type. The three are not so large-flowered as our Orange or Gold, but they are more freely produced and their value is further increased by a dark brown center. Under unfavorable growing conditions they are more inclined to come single than the original type. The variety known as Sensation or Campfire is strictly and purely a Ball Orange Calendula. It was introduced as a "Crimson" but we find the color identical with our Orange.

**BALL'S SUPREME.** Light cadmium orange with a dark center, medium size, but freely produced on fairly long stems.

**BALL'S LONG ORANGE.** A long-stemmed selection from our regular Orange. This replaces the selection formerly called Ball's Orange Improved.

**BALL'S ORANGE.** A fine, large, deep flower, but the growth is more compact and not quite so long-stemmed as our Ball's Long Orange.

**BALL'S SENSATION.** Our trials of this show it to be identically in character of growth with our Ball's Long Orange.

**BALL'S GOLD.** Deep golden yellow with an extra long stem.

**BALL'S APRICOT.** Rich straw or apricot color, with dark center. Fairly long stem and freely produced. Will be ready for release in July, 1930.

**BALL'S WHITE.** Nearly clear white, with dark center. Flowers rather small and not long-stemmed, but the color is an attractive combination of white and black.

**RADIO.** This is not a Ball type of Calendula and is not long-stemmed or large. Orange color, with slightly quilled effect in petals.

Price on all the above Ball Calendulas and Radio:

Trade Pkt., 50c;  $\frac{1}{4}$  oz., \$1.00;  $\frac{1}{2}$  oz., \$1.75; 1 oz., \$3.00; 2 ozs., \$5.00.

**BALL CALENDULA MIXTURE.** For the retail grower whose planting is limited and who wishes some of all colors in Ball Calendula, proportioned according to their value, we have prepared a mixture of the above. This is exclusively limited to the above valuable varieties, except Radio. Priced the same as named varieties.

**BALL'S LEMON QUEEN.** We have a finely selected stock of this light or lemon yellow.

Trade Pkt., 25c;  $\frac{1}{2}$  oz., 50c; 1 oz., \$1.00; 2 ozs., \$1.50.

**NANKEEN.** This is a cream shaded apricot with a light pink flush.

**TRIANON.** This is apricot shaded yellow with a dark center.

Both Trianon and Nankeen are priced at  $\frac{1}{4}$  oz., 25c; 1 oz., 75c.

The above two varieties are dwarf, compact growers and are valuable for bedding purposes.

## Fine American Stocks



12,000 square feet of our American Stocks grown on single stem or close planting method at Ball Gardens, West Chicago, Ill. The seed was sown February 1 and transplanted March 1 in rows across the bed 7 inches apart and 2½ inches in the row. The earliest varieties, such as Summer Night and Mont Blanc, were ready to cut for Mothers' Day. The photo was taken May 28, 1929.

**B**ECAUSE of their fine, long stems, good percentage of doubles and splendid range of colors, our American strains of Stocks are rapidly becoming one of the leading American Cut Flower Specialties. When we add to these good points the fact that they are in flower within three months from planting of seedlings, their value as a "catch crop" can be appreciated. As extensive growers of Stocks for cut flowers, we fully appreciate the importance of strains that produce a high percentage of doubles, and this point is most carefully checked by us. We find the close planting, single stem method decidedly more profitable than the plan of liberal spacing and topping. We also find that our percentage of doubles is considerably increased by removing weak seedlings. We issue a bulletin describing in detail our system of growing this crop. It is written from a practical growing standpoint and it might be of some interest to you. It is sent on request and forms a part of our service.

The list on the opposite page includes all the colors we find valuable for cut flower growers and a few that are not. The deep blue in Summer Night is not wanted in most markets, yet there is some call for it. Very few crimsons are wanted, yet we must list this color for its occasional demand. Belle de Naples is a beautiful old rose color under natural light, but it is dead and will be passed by under artificial light. Under these conditions we find the same lifeless effect in such varieties as President Wilson, Queen of the Belgians and Antique Copper. Lavender, Pink or Rose, Terra Cotta, such as we get in Heatham Beauty, Lilac, White and the ivory yellow of Golden Ball are the most valuable colors in the order named.



## "All the Best" in Florists' Fine Stocks

The varieties we find most valuable are starred.\*

### IMPROVED BISMARCKS

A trifle earlier than the Nice or Perpetual and not quite so branched, making them more suited to our close planting method of growing. This is generally considered the most valuable class of Stocks we have.

- \*WHITE. Early clear white.
- \*ROSE. Very fine shade.
- \*LILAC. Rich lilac lavender.
- \*LAVENDER. Clear even color.
- CHAMOIS. Ivory tinted old rose.
- \*GOLDEN BALL. Clear ivory yellow.

PRICES ON ALL  
BISMARCK VARIETIES  
 $\frac{1}{8}$  oz., 50c;  $\frac{1}{4}$  oz., \$1.00;  
 $\frac{1}{2}$  oz., \$1.75; 1 oz., \$3.00.  
BISMARCK MIXED:  
 $\frac{1}{8}$  oz., 40c;  $\frac{1}{4}$  oz., 75c;  
1 oz., \$2.50.

### PERPETUAL BRANCHING (GIANT PERFECTION)

A valuable group that produces fine long stems and is of strong branching habit.

- SNOWDRIFT. Fine clear white.
- LA FRANCE. Blush, nearly white.
- \*ROSE. A clear even shade.
- \*HEATHAM BEAUTY. Terra cotta rose, fine.
- MAY QUEEN. Fine dark lavender.
- \*EMPRESS AUGUSTA VICTORIA. Finest silvery lavender.
- SAPPHIRE. Strong dark purple.
- PRINCESS ALICE. Early white.

PRICES ON ALL  
PERPETUAL VARIETIES:  
 $\frac{1}{8}$  oz., 40c;  $\frac{1}{4}$  oz., 75c;  
 $\frac{1}{2}$  oz., \$1.25; 1 oz., \$2.50  
PERPETUAL MIXED:  
 $\frac{1}{8}$  oz., 35c;  $\frac{1}{4}$  oz., 60c;  
1 oz., \$2.00.

### BEAUTY OF NICE

For long stems and branching habit this is a fine class.

- MONT BLANC. Clear early white.
- ALMOND BLOSSOM. White tinged rose.
- MONTE CARLO. Rich canary yellow.
- \*AURORA. Golden buff, fine.
- BELLE DE NAPLES. Fine old rose.
- SALMON KING. Strong salmon rose.
- \*BEAUTY OF NICE. Fine flesh pink.
- \*COTE D' AZURE. Light or lavender blue.
- SUMMER NIGHT. Deep blue or purple, early.
- SOUV. DE MONACO. Best crimson, late.
- AMERICAN BEAUTY. Deep rose pink.
- QUEEN ALEXANDRA. Rosy lilac.

PRICES ON ALL  
NICE VARIETIES:  
 $\frac{1}{8}$  oz., 40c;  $\frac{1}{4}$  oz., 75c;  
 $\frac{1}{2}$  oz., \$1.25; 1 oz., \$2.50  
NICE MIXED:  
 $\frac{1}{8}$  oz., 35c;  $\frac{1}{4}$  oz., 60c;  
1 oz., \$2.00.

### TEN WEEKS STOCKS

This class is of compact branching habit and for this reason is ideally suited for pot plants or bedding and not for cut flowers. They produce a high percentage of doubles. We find the following the choicest:

- BLOOD RED.
- CANARY YELLOW.
- CARMINE PINK.
- DEEP ROSE.
- LAVENDER.
- PURPLE.
- WHITE.

PRICES ON ALL  
TEN WEEKS COLORS:  
 $\frac{1}{8}$  oz., 40c;  $\frac{1}{4}$  oz., 75c;  
 $\frac{1}{2}$  oz., \$1.25; 1 oz., \$2.50  
TEN WEEKS MIXED:  
 $\frac{1}{8}$  oz., 35c;  $\frac{1}{4}$  oz., 60c;  
1 oz., \$2.00.







## American Asters

AMERICAN Asters are too valuable a crop to remain permanently under the ban of stem rot or the wilt and the yellows. These ills are being intensively studied and some definite results are available. We know that stem rot is a soil-borne disease that is largely overcome by sterilizing the soil or the use of fresh soil. The cause and control of the yellows is definitely known. A small common insect known as the leaf hopper is responsible for transferring it to Asters from any forms of outdoor vegetation on which the yellows is very common. Screening out the leaf-hopper with a grade of cheese cloth having 22 threads to the inch is the definite control measure for the yellows. When grown in the greenhouse, end doors must be permanently closed and side ventilators screened. The further precaution must be taken of thoroughly fumigating the house with Cyanogas every week or two to destroy the few that might get in, lay their eggs in a plant which they also infect with the disease and from which in a few weeks a large number of leaf-hoppers are hatched to further spread the fatal yellows. It is also highly important to detect infected plants in the early stages and destroy them.

The intensive system of growing Asters under cheese cloth involves some cost and much care, for this protection must be tight and maintained so. Its practical value has been demonstrated for several seasons and we believe it will open a new era in the growing of fine Asters outdoors, for the flowers produced under the light shade of cheese cloth and in well prepared soil are supremely fine.

## The BALL Aster

The Royal Horticultural Society of England, in Aster trials conducted at Wisley the past



Summer, issued awards of merit to fine varieties from America. This list of five supremely fine American Asters is headed by

## The BALL WHITE Aster

The system of issuing awards by the R. H. S. consists of planting out trials and growing them under identical conditions and carefully checking them throughout the season, the final awards being made with extreme care. We are pardonably proud of this recognition of an Aster that we originated 25 years ago and released 8 years ago. Ball's White is a mid-season variety, being in full crop September 1 and is cleared before the late varieties are on. None of the finest late whites can in any way compare with it for depth of flower, doubleness and flawless color. We have had our seed grown for us the past season by a grower who is located far from Aster growing centers and who grows no other variety; this provides our customers with most carefully rogued fresh seed of the true Ball Aster type. Trade Pkt., 50c; 1/4 oz., 75c; 1/2 oz., \$1.25; 1 oz., \$2.00; 2 ozs., \$3.75.

Seedsman who sell to Florists and who require the best stock, please write us for quotations on Ball Aster seed in our packets or bulk.

## American Asters STANDARD VARIETIES

WE FIND the following groups and varieties cover "All the best and nothing else."

**QUEEN OF THE MARKET.** This is the standard and best early Aster, flowering in July.

	1/4 oz.	1/2 oz.	1 oz.
Crimson .....	\$0.35	\$0.60	\$1.00
Shell Pink .....	.35	.60	1.00
Rose Pink .....	.35	.60	1.00
Light Lavender .....	.35	.60	1.00
Purple .....	.35	.60	1.00
White .....	.35	.60	1.00
Dark Lavender .....	.35	.60	1.00
Mixed .....	.25	.40	.75

**EARLY ROYAL.** This is a very fine, long-stemmed, second early group, flowering early in August.

	1/4 oz.	1/2 oz.	1 oz.
Lavender .....	\$0.40	\$0.75	\$1.40
Deep Rose .....	.40	.75	1.40
Purple .....	.40	.75	1.40
White .....	.40	.75	1.40
Shell Pink .....	.40	.75	1.40
Mixed .....	.35	.60	1.00

**KING TYPE.** Distinctively quilled or pointed petals. A fine second early group.

	1/4 oz.	1/2 oz.	1 oz.
Shell Pink .....	\$0.40	\$0.75	\$1.50
White .....	.40	.75	1.50
Lavender .....	.40	.75	1.50
Rose .....	.40	.75	1.50
Mixed .....	.35	.65	1.25

**AMERICAN BEAUTY.** Generally classed as one of the finest long-stemmed American Asters, with a blooming season that covers all of September.

	1/4 oz.	1/2 oz.	1 oz.
Azure Fairy .....	\$0.50	\$0.80	\$1.50
Rose .....	.50	.80	1.50
Shell Pink .....	.50	.80	1.50
Purple .....	.50	.80	1.50
White .....	.50	.80	1.50
Dark Lavender .....	.50	.80	1.50
Peach Blossom .....	.50	.80	1.50
Mixed .....	.40	.75	1.40

**AMERICAN BRANCHING.** For many years this has been and is today the standard among late branching Asters.

	1/4 oz.	1/2 oz.	1 oz.
Azure Blue .....	\$0.35	\$0.65	\$1.25
Lavender .....	.35	.65	1.25
Deep Rose .....	.35	.65	1.25
Peach Blossom .....	.35	.65	1.25
White .....	.35	.65	1.25
Sensation (finest brilliant red) .....	.35	.65	1.25
Mixed .....	.25	.50	1.00

**CALIFORNIA GIANTS.** Crego or Ostrich feather type of flower of immense size and non-lateral. The latest to flower and must be started early in the northern states to avoid frost.

	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.
Deep Rose .....	\$0.50	\$0.75	\$1.50	\$2.50
Peach Blossom .....	.50	.75	1.50	2.50
Light Blue .....	.50	.75	1.50	2.50
Dark Purple .....	.50	.75	1.50	2.50
Giant White .....	.50	.75	1.50	2.50
Mixed .....		.65	1.25	2.25

**HEART OF FRANCE.** Dark Ruby Red, not a standard cut flower color.

1/4 oz., 50c; 1/2 oz., 80c; 1 oz., \$1.50

**PEERLESS PINK.** Rich shell pink and a most valuable market color.

1/4 oz., 50c; 1/2 oz., 80c; 1 oz., \$1.50



## Money in Petunias

FOR some years past most supplies of good Petunias, especially when in flower, have been sold up close well before the active bedding season is over. This is due to the increasing demand created by the choice new types evolved in recent years. Such varieties as Pink Triumph, Diener's Ruffled Strains and the Giants of California, when well grown



California Giant Petunias

and flowered in 3 or 4-inch pots, are easier to sell and at a better price than such bedding stock as geraniums, that are also far more costly to produce; many thousands more could usually be sold if they were available. Some of the most striking combinations to be seen in bedding plants is the use of such dwarf varieties as *Violacea* and *Rose of Heaven*, or blue and white, and they are easily grown in either pots or open flats. No plant grown will stand transplanting easier than single Petunias even after well advanced. Their growth is of a perennial nature and for this reason a stock is easily worked up by cuttings. This is the method used to work up fine uniform supplies from particularly choice seedling specimens. Petunia seed must be sown early in January in a night temperature that does not range beyond 55 to 60 degrees. Very finely sifted light soil and sand should be used, and this should be firm and well watered before sowing. Seed should be sown thin and **not covered**, but kept uniformly moist and protected with a pane of partly shaded glass. If the surface soil is permitted to dry with the seed partly germinated, you are liable to conclude that your seed is "no good." If there are ants about, you might feel like filing the same complaint against it, for ants will carry them away one at a time to the last seed. If the temperature is too low, the seed bed can easily be overwatered, especially if the moisture does not drain through it readily.



## Fine Petunias

**SINGLE SMALL-FLOWERED.** This group is somewhat irregular in growth, free-flowering and largely used for bedding.

	Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
General Dodds. Blood red.....	\$0.25	\$0.40	\$1.50
Viola cea. Deep violet.....	.25	.60	1.75
Lord Courtenay. Golden rose..	.25	.65	1.75
Howard's Star Imp. Purple, white star.....	.25	.60	2.00
Alba. White.....	.15	.25	.75
Exquisite. Mixed.....	.25	.50	1.75

**SINGLE SMALL-FLOWERED—DWARF.** A class that is of dwarf or compact habit, free-flowering and ideal for mass bedding effects. A very valuable and popular class.

	Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
Blue Bird. Violet blue.....	\$0.25	\$0.75	\$2.50
Viola cea. Deep violet.....	.25	.75	2.50
Rose of Heaven. Rose pink.....	.25	.75	2.50
Rosy Morn. Pink, white throat	.35	.75	2.00
Inimitable. Striped and blotched.....	.25	.50	1.50
All the Best Mixed.....	.25	.50	1.50

**SMALL-FLOWERED BALCONY TYPE.** Of semi-trailing habit, and for this reason the Pendula or Balcony type is well adapted to and largely used in filling porch or window boxes.

	Tr. Pkt.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.
Balcony Queen.....	\$0.50		
Violet Blue.....	.25	\$0.50	\$1.75
Crimson.....	.25	.50	1.75
Rose.....	.25	.50	1.75
White.....	.25	.50	1.75
All the Best Mixed.....	.25	.50	1.75

**PORTLAND PETUNIAS.** Very popular for bedding and pot plants. Elk's Pride is the richest velvety violet on the list. This class includes fringed and plain edged as noted.

	Tr. Pkt.	$\frac{3}{8}$ oz.	$\frac{1}{2}$ oz.
Elk's Pride. Dark purple, plain edge.....	\$0.50	\$1.25	\$2.25
Pink Glory. Deep rose, slightly fringed.....	.50	2.50	4.50
Pride of Portland. Fringed.....	.50	1.50	2.50

**GIANTS OF CALIFORNIA.** This is a very large-flowered, richly colored mixture of fine Petunias. They are largely used for bedding and pot plants. The dwarf strain is especially fine for pots. The dwarf Ramona Strain is a select stock of California Giants.

	Tr. Pkt.	$\frac{1}{2}$ oz.	$\frac{1}{4}$ oz.	$\frac{1}{8}$ oz.
Single Brilliant Mixed.....	\$0.50	\$1.75	\$2.75	\$5.00
Single Brilliant Mixed, Dwarf.....	1.00	3.00	5.50	10.00

### DWARF GIANTS OF CALIFORNIA

Ramona Strain.

This is a close selection of California Giants and for dwarf, sturdy growth and open, well marked throats, it is superior to the regular strain.

	Tr. Pkt.	$\frac{3}{8}$ oz.	$\frac{1}{2}$ oz.	$\frac{1}{4}$ oz.
Dwarf Giants of California.....	\$1.00	\$4.00	\$7.00	\$12.00

## GIANT-FLOWERED

Single Fringed

This class includes most of our finest large-flowered fringed varieties. They are showy and effective as bedding plants and make ideal fine pot plants especially for Mothers' Day and Memorial Day.

	Tr. Pkt.	$\frac{1}{2}$ oz.	$\frac{1}{4}$ oz.
Fluffy Ruffles. Giant single fringed, mixed.....	\$0.50	\$1.50	\$2.50
Romany Lass. Crimson.....	.50	5 for \$2.00	
All the Best Mixed.....	.50	1.50	2.50

### PINK TRIUMPH.

We are very certain that the best stock of this that we noted in California last season was Bodger's and, of course, we are using it exclusively. It is large, deep, even rose, finely fringed and of vigorous growth. Trade Pkt., 75c;  $\frac{3}{8}$  oz., \$2.00;  $\frac{1}{2}$  oz., \$3.50.

### THEODOSIA.

This is a beautiful, extra large, fringed pink with a light throat. The general effect is light and attractive and the growth is vigorous. Trade Pkt., \$1.00;  $\frac{3}{8}$  oz., \$2.00;  $\frac{1}{2}$  oz., \$3.75.

### WHITE BEAUTY.

This is another Bodger specialty that we find superior in size, fringe and vigor. Trade Pkt., 50c;  $\frac{3}{8}$  oz., \$1.75;  $\frac{1}{2}$  oz., \$3.00.

## GIANT DOUBLE FRINGED.

This is a choice strain of the finest double Petunias in assorted colors. It will produce about 25% very choice doubles and about 15% more that will be fairly so. It is a very shy seeder and for that reason is costly. The choicest plants should be selected for propagation by cuttings. In germinating this seed, special care must be exercised to prevent overwatering. The weakest seedlings will be most inclined to come double.

Giant Double Fringed. Mixed colors. Tr. pkt., \$1.00;  $\frac{3}{8}$  oz., \$8.00.

### Diener's Giant Ruffled Monsters

Half dwarf, large and ruffled

	Tr. Pkt.	$\frac{3}{8}$ oz.	$\frac{1}{2}$ oz.	$\frac{1}{4}$ oz.
Ruffled Blue and White.....	\$0.50	\$2.00	\$3.50	\$6.00
Ruffled Pink.....	.50	2.00	3.50	6.00
Ruffled Apple.....				
Blossom.....	.75	3.50	6.25	11.50
Ruffled Monsters, Mixed.....	.75	3.00	5.50	10.00

## Modern Zinnias

NO ANNUAL in recent times has developed such a widespread appeal as has the improved Giant Dahlia-Flowered Zinnia. And no annual that we can suggest could more fittingly become our national flower. In its improved form it is a product of the United States, and it prospers in every one of our states. It has no soil preference, but it must have heat, and on this requirement many failures are made in seed sowing, for in cold, wet soil the seed will rot. Complaints are occasionally received during

February and March that the seed "won't grow;" some are so unkind as to say it is "no good." Such complaints are rare in April and May, when Zinnia seed is still sown for outdoor flowering to good advantage; in fact, sowing at this time produces unchecked plants that do better than the very early sowing. We find the Zinnias a fine indoor cut flower crop to plant out in March or early April for flowering sometimes as early as Mothers' Day and through June. Indoor grown flowers are clean, long-stemmed and sell well. Their value as pot plants for spring sales should be taken advantage of; they can be grown in pots or they easily transplant from soil. Throughout Florida, Texas and the southern states generally, the call for Zinnias is increasing rapidly, for the reason that their season and temperature are generously supplied. But do not sow outdoors until settled warm weather or we will be obliged to refill your seed order.



**Dahlia Flowered type of Zinnias: valuable for cut flowers or bedding.**

## Our Zinnia Seed

**R**EALIZING the certain value of originator's stock in Zinnia seed, we wish to state that all our seed of this item is grown for us by the originators, who, we feel sure, have not only a greater interest in maintaining the true types, but who actually have at least as good stock as it is possible to grow. You may get just as good seed from some sources, but we are very sure you cannot get better strains than we are offering from the harvest of 1929.

### DAHLIA-FLOWERED TYPE

This is the finest type of modern Zinnias and we are certain that the following varieties are the choicest:

**CRIMSON MONARCH.** Very large crimson red.

**DREAM.** A fine deep lavender.

**EXQUISITE.** Fine light rose, one of the best cut flower colors.

**GOLDEN STATE.** A very rich orange yellow.

**OLD ROSE.** A real old rose shade and very fine.

**ORIOLE.** An orange and gold combination. This and Exquisite are our choice for cut flowers.

**POLAR BEAR.** A very large white, but the color is not as pure as it might be.

**CANARY BIRD.** A delicate primrose yellow.

**ILLUMINATION.** A shade deeper rose than Exquisite.

Priced at: Tr. Pkt., 25c;  $\frac{1}{4}$  oz., 60c;  $\frac{1}{2}$  oz., \$1.00; 1 oz., \$2.00.

**SPECIAL OFFER:** One trade packet each of the above nine varieties of Dahlia-Flowered Zinnias for \$2.00.

**SPECIAL GOLD MEDAL MIXTURE.** This is a combination of the above named varieties. Nothing but true Dahlia-Flowered varieties in this mixture.

Priced at:  $\frac{1}{4}$  oz., 50c;  $\frac{1}{2}$  oz., 80c; 1 oz., \$1.50.

### GIANT MAMMOTH ZINNIAS

This is a large, showy, flat type of flower with more loosely placed petals than the Dahlia type. The following are the choicest colors:

**ORANGE KING.** A rich burnt orange. **ROSE QUEEN.** Striking bright rose. **MISS WILMOTT.** Soft pink.

Priced at:  $\frac{1}{4}$  oz., 35c;  $\frac{1}{2}$  oz., 60c; 1 oz., \$1.00.

**GIANT MAMMOTH MIXTURE.**  $\frac{1}{4}$  oz., 30c;  $\frac{1}{2}$  oz., 50c; 1 oz., 85c.

### DWARF OR PUMILA ZINNIAS

This is a medium-size type that is used to advantage grown under glass for cut flower work. Outdoors the growth is compact, making them ideal for bedding. The following are the choicest in this group:

**SALMON ROSE.** As named, extra choice for cut flowers.

**FIRE BALL.** Very bright scarlet.

**GOLDEN YELLOW.** As named, extra fine.

**CANARY YELLOW.** As named.

Priced at:  $\frac{1}{4}$  oz., 25c;  $\frac{1}{2}$  oz., 50c; 1 oz., 85c.

**PUMILA MIXTURE.** Tr. Pkt., 15c;  $\frac{1}{2}$  oz., 30c; 1 oz., 50c.

### LILLIPUT ZINNIAS

This is a small pompon or button type, fully double and highly attractive for cut flower work and bedding. For cut flower Zinnias we find the preference is for either the Giant Dahlia-Flowered or this very small button type. During the past few years considerable improvement has been made in this class. Under liberal growing conditions the Lilliputs will now produce a high percentage of perfectly shaped flowers; single or poorly shaped flowers in this class are the result of unfavorable growing conditions. The following are the choicest colors available:

**SALMON ROSE.** A very fine shade. **GOLDEN GEM.** Deep golden color. **SCARLET GEM.** Bright shade.

Priced at: Tr. Pkt., 25c;  $\frac{1}{2}$  oz., 50c; 1 oz., 80c.

**SPECIAL OFFER:** Trade Packet of each of the three Lilliput varieties, 60c.

**LILLIPUT MIXTURE.** Tr. Pkt., 15c;  $\frac{1}{2}$  oz., 40c; 1 oz., 60c.



## Florist's Snapdragons

**T**HROUGH comparative trials made annually at our Glen Ellyn green-houses we try to keep in close touch with Snapdragons for Florists. Among the many winter blooming varieties that are available are some that are not as early as they should be because of their very vigorous growth. This delayed flowering enables them to produce very fine flowers when they do bloom, but they are a disappointment when an early crop is expected. In our trials this point will be closely checked in our future seed offerings. There seems considerable variation of opinion as to the hardness of flowers and the tendency to shatter among various kinds. If otherwise fine varieties seem to develop these weak points, it might easily be due to growing conditions or treatment; however, if the lower flowers of a variety clearly tend to drop easily, it might be due to pollination of the flower and seed formation. Do not condemn an otherwise choice variety too promptly because of some apparent weakness; it may be fine next year. Rust, that was so widespread and threatening a few years ago, seems much less in evidence everywhere. Probably the more general use of seed instead of cuttings in propagating is responsible for this.

The following varieties are choice cut flower kinds. The descriptions are as we find them.

	Trade Pkt.	3 Pkts.	5 Pkts.	¼ Oz.
CHEVIOT MAID. The season's finest strictly early flowering pink.....	\$1.50	\$4.25	\$7.25	.....
AFTERGLOW. Deep golden bronze, fine early.....	2.00	5.00	.....	.....
CEYLON COURT. Finest long-stemmed yellow, early.....	1.50	3.75	6.00	.....
GENEVA PINK. Rich shade of rose pink, medium early.....	1.00	2.50	4.00	.....
WHITE ROCK. Finest long-stemmed white, early flowering.....	1.00	2.50	4.00	\$3.00
HELEN. Beautiful salmon pink, fairly large, early.....	1.00	2.50	3.75	.....
JENNIE SCHNEIDER. Choice light rose, we do not find it extra early.....	1.00	2.50	3.75	.....
MAJESTIC TWILIGHT. Extra large rich terra cotta, not early flowering but very fine for spring.....	1.00	2.50	3.75	.....
ORLANDO. A fine, fairly early bronze.....	1.00	2.50	3.75	.....
PHILADELPHIA PINK. Standard long-stemmed rose, fairly early.....	1.00	2.50	3.75	3.00
ROMAN GOLD. Golden yellow tinged pink, not extra early.....	1.00	2.50	3.75	3.00
IMP. SUNBURST. Sunburst rose color, fairly early.....	1.00	2.50	3.75	.....
SILVER PINK. Free-flowering light pink; too light in warm weather.....	.50	1.25	2.25	1.50
PURITY. Not long-stemmed, but freely produced.....	.50	1.25	2.25	1.50
MOHR'S PINK. A fine dark rose pink, fairly early.....	1.00	2.50	4.00	.....
NELROSE. Fairly dark rose pink.....	.50	1.25	2.25	1.50
PENN ORANGE. A good early orange, but flowers poorly placed.....	1.00	2.50	4.00	3.00
LAURA. Deep rose color, not tall, freely produced and early.....	1.00	2.50	4.00	.....
JUDD'S DARK PINK. Large fine flower and fairly early.....	1.00	2.50	4.00	.....
JUDD'S LIGHT PINK. Same as above but lighter color.....	1.00	2.50	4.00	.....
GOLDEN QUEEN. Not so long-stemmed as Ceylon Court, fairly early.....	.50	1.25	2.25	1.50
GOLDEN PINK QUEEN. Color as named, fairly early.....	1.00	2.50	4.00	.....
CLIMAX. Color similar to Penn Orange, not tall or long-stemmed.....	.50	1.25	2.25	1.50
EMPRESS. Rich velvety crimson, not a winter color.....	.50	1.25	2.25	1.50
FAWN. Terra cotta pink, not tall, not a winter color.....	.50	1.25	2.25	1.50
GLORIA. Deep rose pink, not tall, not a winter variety.....	.50	1.25	2.25	1.50
HARMONY. Terra cotta orange shaded rose, not a winter variety.....	.50	1.25	2.25	1.50
ORCHID. Beautiful mauve pink, not winter flowering.....	.50	1.25	2.25	2.00
KEYSTONE. Rich dark scarlet.....	.50	1.25	2.00	3.00
	Trade Pkt.	¼ Oz.	1 Oz.	
CANARY BIRD. Canary yellow.....	\$0.25	\$0.60	\$2.00	
CATTLEA. Rosy lilac.....	.25	.60	2.00	
COPPER KING. Bronzy copper.....	.25	.60	2.00	
THE ROSE. Begonia rose.....	.25	.60	2.00	
RUBY. Red.....	.25	.60	2.00	

## Giant African Marigolds

**WE CALL** particular attention to our strain of this popular cut flower, which we know from careful trials to be equal to the very best that exists. This type of Marigold does not come 100% double and never will; 60% of our strain will produce perfect flowers and 25% more nearly so. We find this a fine crop under glass for June flowering, for which we sow the seed in a warm house about March 1 and grow on in 3-inch pots, planting out on a raised bed late in April. They will easily grow two feet tall and should be supported. For fine commercial stock allow 4 to 6 growths to a plant and disbud them. For outdoors we sow the seed about April 1 and plant out late in May. A light frost will destroy them. At about this date seed may also be sown in the open field for a later crop. We find the cut flower demand calls for about three-quarter Orange and one-quarter Lemon. Our strain of **Orange Ball** and **Lemon Ball**, Giant African Marigold, is priced at: Tr. Pkt., 25c; 1/2 oz., 60c; 1 oz., \$1.00; 1 lb., \$12.00.

**TALL FRENCH SINGLE MARIGOLD "JOSEPHINE."** This is a small-flowered, tall-growing single type, of a rich dark brown color with a gold edging. This is fine for summer cut flower work, also as a spring pot plant, as it can be had in flower in 3-inch pots. Tr. Pkt., 25c; 1 oz., 60c.

**DWARF FRENCH DOUBLE MARIGOLD "ROBERT BEIST."** Reddish Brown, especially valuable for Bedding. Trade Pkt., 25c; 1 oz., 75c.

**DWARF FRENCH SINGLE MARIGOLD, LEGION OF HONOR.** This is a choice single dwarf type, of a rich brown color, valuable for bedding and pots. Tr. Pkt., 15c; 1 oz., 50c.

**SALVIA AMERICA** The Salvia is a valuable bedding plant, easily grown from seed if provided with plenty of heat. Of the several popular kinds we find America a valuable one and we offer a selected stock of seed from last season's harvest. Trade Pkt., 25c; 1/4 oz., \$1.00; 1 oz., \$3.50.

**PANSIES** While the best spring bedding Pansies are grown by sowing in the fall and wintering over in a frame, a great deal of Pansy Seed is sown early in the winter in the greenhouse for this purpose. The seed we are offering is of the past summer's harvest and the following varieties and strains we find the finest.

	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	2 ozs.
Swiss Giants.....	\$1.00	\$1.85	\$3.50	\$6.50	\$12.00
Steele's Mastodon					
Greenh'se Special	.75	1.00	1.75	3.25	6.00
Steele's Masterpiece					
Mixed .....	1.00	1.50	2.75	5.25	10.00
Steele's Miracle					
Mixed .....	1.00	1.50	2.75	5.25	10.00
Steele's Golden Gate					
Yellow .....	1.00	1.50	2.75	5.25	10.00
Beaconsfield Blue....	.25	.30	.50	.85	1.60



Steele's Pansies

## SCHIZANTHUS WISETONENSIS

Will flower in three months from sowing and, if grown in a cool house, the cut flowers are valuable to a retail grower.

	Tr. Pkt.	1/4 oz.	1 oz.
Grandiflora Exquisite Mixed.....	.025	\$0.35	\$1.00
Grandiflora Rose and Amber.....	.35	.75	2.50

## MYOSOTIS BLUE BIRD

We find this the most attractive in color and stem of all the strains of Forget-Me-Not. Tr. Pkt., 50c; 1/2 oz., \$1.25.

## SMILAX

The well known climber for greens. Tr. Pkt., 25c; 1 oz., 50c; 4 oz., \$1.75; 1 lb. \$6.00.

## CANDYTUFT

**GIANT HYACINTH-FLOWERED WHITE.** This is an improvement on the variety Empress. Tr. Pkt., 25c; 1 oz., 75c.

**UMBELLATA TYPE.** Sown in January, this will flower in May. We space the seedlings 6x6 inches and find it a paying crop.

	Tr. Pkt.	1 oz.		Tr. Pkt.	1 oz.
Rose Cardinal .....	\$0.25	\$0.75	Lilac .....	\$0.25	\$0.40
Carmine .....	.25	.40	Flesh Pink .....	.25	.40
Lavender .....	.25	.50	Crimson .....	.25	.40
White .....	.25	.40	Mixed .....	.20	.25

# Flower Seed Specialties—Annuals

## CENTAUREA CYANUS (Cornflower).

Sow in January for spring crop. The demand is largely for Blue, though some Rose are wanted. Four best colors are Blue, Rose, Carmine and White.

Prices: Tr. Pkt., 25c; 1 oz., 40c; 4 ozs., \$1.50; 1 lb., \$4.50.

## CENTAUREA IMPERIALIS (Sweet Sultan).

This is the thistle type of cornflower and it is highly attractive and valuable as a cut flower. It must be carefully watered in the early stages of growth or it will rot out.

	Tr. Pkt.	1 oz.
Amaranth Red .....	\$0.30	\$1.00
Brilliant Rose .....	.25	.75
Deep Lavender .....	.25	.75
Delicate Lilac .....	.25	.75
Rose .....	.25	.75
White .....	.25	.75
Mixed .....	.20	.60

## SCABIOSA (Annual).

Distinctly valuable annual for outdoor cut flowers. We find the following the choicest colors:

	Tr. Pkt.	1 oz.
Peachblossom. Soft, pleasing pink.....	\$0.25	\$1.00
Shasta. Large, pure white.....	.25	1.00
Azure Fairy. Beautiful lavender blue.....	.25	.50
King of the Blacks. Velvety black purple.....	.25	.50

## BALL MIGNONETTE.

This strain is lighter and decidedly more attractive than any commercial strain. The spikes are heavy and it has the further advantage of developing 2 to 3 weeks earlier than other forcing strains.

**NEW YORK MARKET.** This has been for many years the standard cut flower Mignonette. Both are priced at: Tr. Pkt., \$1.00; ¼ oz., \$2.50; ½ oz., \$4.00; 1 oz., \$7.00.

## GYPHOPHILA ELEGANS (Paris Market Strain).

Always useful and easily grown annual. Our stock is the true large-flowering pure white.

1 oz., 25c; 4 ozs., 75c; 1 lb., \$1.50; 5 lbs., \$5.00.

## DISCUS, or Blue Lace Flower.

An increasingly popular and easily grown cut flower.

Trade Pkt., 25c; ¼ oz., 35c; 1 oz., \$1.20.

## CLARKIA ELEGANS.

We find this a profitable item for cut flowers. Sow in January and plant 4x4 inches in flats, disbudding each plant to a single stem and topping the growth if it runs over 3 feet. Use poor soil. Much water will make them soft.

### Orange King.

Queen Mary. Rose carmine.

Scarlet Queen. Brilliant color.

Tr. Pkt., 25c; 1 oz., 75c; One Tr. Pkt. of each variety, 60c.

## CALLIOPSIS DRUMMONDII.

Golden Wave. With its richly contrasting black eye, we consider this the finest type of this useful annual; fine for either market or retail grower. Sow outdoors as late as June for succession.

Trade Pkt., 15c; 1 oz., 25c.

## ANNUAL LUPINUS (Hartwegii).

When started early and well grown, this type is a valuable indoor cut flower. A January sowing will flower freely in May. Most markets prefer the blue shades. We offer the following colors: Sky Blue, Dark Blue, Rose and White.

Prices: Tr. Pkt., 15c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.00.

## POPPY—Shirley Type

In limited quantities we find this a valuable cut flower for market. No retail grower should be without it. Should be sown about February 1 to flower in May.

	Tr. Pkt.	1 oz.
American Legion. Orange Scarlet.....	\$0.25	\$0.50
Double Pink Shades.....	.25	.50
Salmon .....	.25	.50

Trade Pkt. of each, 60c.

## HELICHRYSUM, or Strawflower

Grown and used in increasing quantities. Our stock of Helichrysum is grown for us by the most careful seed grower in California. The following are the choicest colors:

	Tr. Pkt.	1 oz.	4 ozs.
Canary Yellow .....	\$0.25	\$0.60	\$2.00
Crimson .....	.25	.60	2.00
Fire Ball .....	.25	.60	2.00
Golden Globe .....	.25	.60	2.00
Rose Carmine .....	.25	.60	2.00
Rose Queen .....	.50	1.25	.....
Salmon .....	.25	.60	2.00
Scarlet .....	.25	.60	2.00
White .....	.25	.60	2.00
Mixed .....	.20	.50	1.75

Write for special quotations on larger quantities.

## CHAUBAUD'S GIANT IMPROVED CARNATION.

Under favorable conditions will bloom in 6 weeks from sowing and hardy where climatic conditions are not severe. Very vigorous growth and free flowering and will produce 80 to 90 per cent double flowers. We offer the following choice colors in a strain that has been greatly improved, Cardinal Red, Deep Rose, Flesh Pink, Rose Pink. Tr. Pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

## NASTURTIUMS.

No retail florist should be without the dwarf varieties for bedding purposes: the tall climbers are valuable for many purposes. The following are choice dwarf colors:

Empress of India, dark scarlet.

Cloth of Gold, red.

Gold King, yellow.

Mixed.

The following are the best in the tall or climbing Nasturtiums:

Vesuvius, salmon rose.

King Theodore, purple.

California Giants, mixed.

Prices on both types, including mixed: 1 oz., 10c; ¼ lb., 35c; 1 lb., \$1.25; 5 lbs., \$5.00.

## SALPIGLOSSIS.

Very showy annual, fine for retail grower.

Scarlet and Gold. Brown and Gold.

Rose and Gold. Violet and Gold.

Trade Pkt., 25c; ½ oz., 75c; 1 oz., \$1.25.

Mixed: Tr. Pkt., 20c; ½ oz., 50c; 1 oz., \$1.00.

## DELPHINIUM (Perennial Larkspur)

**BELLADONNA IMPROVED.** Decided improvement over the ordinary stock. Our supply is from 1929 crop. Tr. Pkt., 50c; ¼ oz., \$1.00; ½ oz., \$1.75; 1 oz., \$3.00.

### GOLD MEDAL HYBRIDS.

Tr. Pkt., 25c; ¼ oz., 75c; ½ oz., \$1.25; 1 oz., \$2.00.

**BELLADONNA.** Regular Stock.

**BELLAMOSUM.** Dark Blue.

Above two priced at: Tr. Pkt., 50c; ¼ oz., 85c; ½ oz., \$1.50; 1 oz., \$2.50.

**HOLLYHOCK STRAIN WREXHAM HYBRIDS.** Finest available.

Tr. Pkt., \$1.00; ¼ oz., \$2.00; 1 oz., \$6.00.



# Annual Larkspur

**FOR BOTH** indoor and outdoor growing Larkspur is easily grown and valuable as a cut flower. The Stocks-Flowered or Branching type is largely used and easily grown. We space it about 12 by 12 inches, closing up some on the later planting. The Hyacinth-Flowered type produces one fine long spike and flowers about 3 weeks earlier than the branching kind. It should be grown on a raised bed and carefully watered, for we find it inclined to rot if overwatered. The following are the choicest colors in the Branching type:

**Exquisite Pink Improved.** A fine shade of soft pink coming about 85 per cent true.  
**La France.** We find this practically the same as the above. Both are priced at: Trade Pkt., 50c;  $\frac{1}{4}$  oz., 75c;  $\frac{1}{2}$  oz., \$1.25; 1 oz., \$2.00.  
 The following are the standard colors: Newport Pink, Dark Blue, Lilac, Rosy Scarlet, Sky Blue and White.  
 All the standard kinds are: Tr. Pkt., 25c; 1 oz., 75c.  
 Mixed at: Tr. Pkt., 15c; 1 oz., 50c.

**GIANT HYACINTH FLOWERED IMP. LARKSPUR.** The standard colors are: Dark Blue, Lilac, Pink, Purple and White.  
 Priced at: Trade Pkt., 25c; 1 oz., 90c.

## Hardy Perennial Specialties

### AQUILEGIA (Columbine).

Very valuable for a retail grower.

**SCOTT ELLIOT HYBRIDS.** This is the choicest long-spur type available.  
 Tr. Pkt., 50c;  $\frac{1}{8}$  oz., \$1.25;  $\frac{1}{4}$  oz., \$2.00;  $\frac{1}{2}$  oz., \$3.50; 1 oz., \$6.00.

### GAILLARDIA PORTOLA HYBRIDS.

Finest strain available.

Tr. Pkt., 50c;  $\frac{1}{4}$  oz., 75c; 1 oz., \$2.00.

### GAILLARDIA DAZZLER.

A very good strain.

Tr. Pkt., 25c;  $\frac{1}{4}$  oz., 50c; 1 oz., \$1.50.

### COREOPSIS LANCEOLATA.

Useful for summer cutting.

Tr. Pkt., 25c; 1 oz., 40c.

### COREOPSIS LANCEOLATA, DOUBLE.

A semi-double form.

Tr. Pkt., 25c;  $\frac{1}{4}$  oz., 35c; 1 oz., \$1.00.

### GYPSOPHILA PANICULATA FL. PL.

Double snow white. Perfectly hardy on well drained soil. Our strain will produce about 75 per cent double flowers.

Tr. Pkt., 50c;  $\frac{1}{8}$  oz., \$1.25;  $\frac{1}{4}$  oz., \$2.00;  $\frac{1}{2}$  oz., \$3.50; 1 oz., \$6.00.

### PYRETHRUM HYBRIDUM ROSEUM.

This is a double strain of the popular single kind. About one-third will come double, balance will be good singles.

Tr. Pkt., \$1.00;  $\frac{1}{4}$  oz., \$3.00; 1 oz., \$8.00.

### SCABIOSA CAUCASICA, HOUSE HYBRIDS.

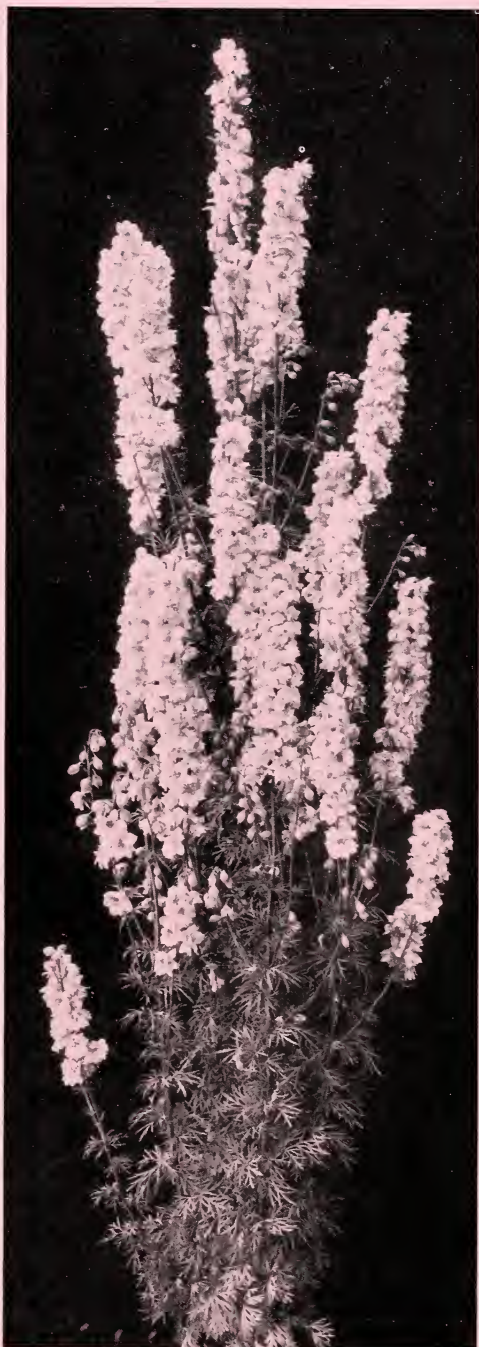
We are not sure that this is dependably hardy in our section. This strain contains varying shades of lavender blue, very fine cut flowers. This is the best strain available.

Tr. Pkt., 75c;  $\frac{1}{8}$  oz., \$1.25;  $\frac{1}{4}$  oz., \$2.00; 1 oz., \$7.00.

### SCABIOSA CAUCASICA, LILAC.

This is a fine clear lilac.

Tr. Pkt., 50c;  $\frac{1}{4}$  oz., 75c; 1 oz., \$2.00;



Larkspur Exquisite Pink Improved

### SHASTA DAISY "ALASKA"

Tr. Pkt., 25c;  $\frac{1}{2}$  oz., \$1.25; 1 oz., \$2.00.

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